

OEET Seminar



Book Presentation by the authors:

Hua Wang, Giovanni Balcet and Wenxian Zhang

Since 2008, the Chinese auto industry swiftly transformed into the largest market and producer in the world. The growth of the Chinese automakers is a close reflection of the Chinese manufacturing economy, and Geely Auto is one such best example. This book closely examines the rise of Geely as a privately-owned automaker in China. From its humble beginning as a refrigerator component maker and motorcycle manufacturer in the late twentieth century, Geely has grown to become not only a top selling national brand in China, but also a significant player in the global automotive industry, under the entrepreneurship of its visionary founder Shufu Li.

The book focuses on the successful acquisition of Volvo, within a long-term framework of asset-seeking foreign direct investment, and then further investigates its strategic initiatives with Daimler, London Taxi, Proton and Lotus. It analyzes catching up in technology, product and brand development, organizational dynamics, corporate culture and cross-cultural management strategies. Geely has driven out as a new Chinese automaker on the global stage and is facing new challenges in clean energy and artificial intelligence.

Hua WANG is Full Professor of Strategy and Innovation Management, Associate Dean of Emlyon Business School, Dean of Emlyon Business School Asia and French Dean of Asia Europe Business School. His research interests center on the innovation management, foreign direct investment, industrial clusters, globalization strategy of Chinese companies, and the automotive industry in China.

Giovanni BALCET is Professor of International Business, University of Turin, Italy and Vice Director of the Turin Centre on Emerging Economies (OEET); he was an Italian delegate at the OECD Working Group on Globalization of Industry, Paris. His recent publications include "Internationalization, Outsourcing and Labour Fragmentation. The case of FIAT," Cambridge Journal of Economics (2020).

Wenxian ZHANG has been a member of Rollins College faculty since 1995. He is a recipient of the Cornell Distinguished Faculty Service Award, Arthur Vining Davis Fellow, a member of the Asian Studies Program, and a full Professor in the College of Liberal Arts in Winter Park, Florida, USA.

Chair Vittorio Valli

University of Turin and OEET

Wednesday 3rd November 2021 | 2 pm (CET)

The seminar will be held online:

<https://unito.webex.com/unito/j.php?MTID=mc83df1a7f7c4da740f58d1e8f1fb74cf>